

Specialist Disability Employment Programme

(NB This is a working title, programme name to be
determined by Spring 2009)

District Information

Contract Packages

SDEP7 – SDEP8

North East Region Yorkshire & the Humber Region

SDEP 7 South Tyne and Wear Valley; Northumbria

South Tyne & Wear Valley District

The District of South Tyne and Wear Valley was created in April 2006, incorporating the areas of South Tyneside, City of Sunderland and County Durham. The boundary to the north is the south bank of the River Tyne; to the South it is Tees Valley, the North Pennines to the West and the coast of the North Sea to the East. There are 16 Jobcentre Plus offices within the new District.

County Durham

County Durham occupies an area of around 860 sq miles in the heart of the North East Region and is mostly rural, with the largest urban centre being Durham City with a population of just over 87,000. The settlement pattern is unique with over 60% of population living in settlements of less than 10,000 people. Despite its attractive setting, many of the County's settlements suffer from high levels of deprivation, coupled with severe difficulties in terms of accessing jobs, learning and services e.g. to help address this we have introduced Local Employment Partnerships to bring local jobs to local people. County Durham is classified as having low density of population with medium unemployment. The more rural Areas in Teesdale and Wear Valley Districts were affected by transport issues, however Durham County Council have developed a local transport plan. The plan is to increase access to rural areas and major links in the county by getting rural areas better connected to the main highway network in the county, this will enable Jobseekers in rural areas to seek employment in a wider area.

April 2009 sees County Durham Unitary Authority's structural change, replacing the 2 tier system of local government and amalgamating the former 7 District Councils spanning County Durham. The highest numbers of Jobseekers Allowance customers seeking work are concentrated in the former Local Authority Areas of Durham City, Derwentside (Stanley and Consett), Sedgefield (Spennymoor and Newton Aycliffe), Easington (Peterlee) and Wear Valley (Bishop Auckland and Crook).

Durham has one of the highest levels of Incapacity Benefit (34,240) claimants in England, accounting for approximately 11% of the workforce within Durham County Durham had a tradition of deep coal mining. All of the coalmines have now closed and despite financial investment there remain high pockets of unemployment, social deprivation and economic inactivity within the county. Over the last two years Jobcentre Plus has introduced Pathways to Work and plays a lead role delivering the Local Area Agreement which has resulted in a significant reduction of Incapacity Benefit customers from 36,200 in May 2005 to 34,200 in Aug 2008

The County of Durham has a strong reliance on the manufacturing sector (24.5%) for all employment within the County; with 30.5% of employees in the County being employed in Public Administration, and Education and Health (indicating a 5.9% increase over the past two years). Although the latter part

of 2008 saw many large scale redundancies particularly affecting the manufacturing sector.

South Tyneside

South Tyneside covers 25 sq miles with six areas – South Shields, Jarrow, Hebburn, Boldon, Whitburn and Cleadon. This being the smallest part of the District with a population of approximately 151,000.

Through the 19th Century and first half of the 20th Century, South Tyneside built up world-renowned shipbuilding, coal mining and heavy engineering industries. The area suffered industrial decline in the 1970s and 1980s with severe social and economic consequences and in December 2001 had the worst unemployment rate in England and Wales.

After significant efforts by Jobcentre Plus and its partners to tackle the problems of unemployment and economic regeneration, South Tyneside had climbed 12 places up the list by December 2004 of index of multiple deprivation and a further 5 places by December 2005 (Source NOMIS Job Seekers Allowance claimant count rate). A partnership project 'Making Headway' programme led by Jobcentre Plus and South Tyneside Council has recently been implemented in the borough. Making Headway is a community-based holistic service which takes mainstream Jobcentre Plus programmes into local community settings alongside a new Support Worker service.

City of Sunderland

The City of Sunderland has a population of 280,300. Historically, the City of Sunderland has relied heavily upon manual industries, such as shipbuilding and coal mining, for its economic prosperity. Following the demise of these manual industries, the City of Sunderland is being transformed to an area that provides high quality service-delivery outlets and large scale automated manufacturing. There has been a rise in the number of call centres and some automated manufacturing companies are following the example of Nissan, by locating their businesses here. With the development of hi-tech offices and purpose built industrial units there has been a change to the traditional work with a vast majority of the workforce undertaking training to pursue a different direction within their employment.

In the last 10 years the City of Sunderland's economy has been improving as it has performed better than the North East as a whole. Employment gains have come mainly from the expansion of existing firms, particularly among the larger ones. The largest five industrial sectors account for 72% of the city's manufacturing employment. These are motor vehicles (22%) mechanical engineering (17%) electrical engineering (16%) followed by paper, printing, clothing and textiles. Within recent months, redundancies within the motor manufacturing industry (Nissan and the Nissan supply chain) along with redundancies within the Financial sector (Northern Rock) have impacted greatly the local economy.

The unemployment rate of 5.2% is higher than the average rate of 3.4% for England, and the rate of 10.9% for customers in receipt of Incapacity Benefit (average rate 7.2% for England). Since the implementation of Pathways to

Work in 2006 in Sunderland the number of customers claiming IB in has been significantly reduced from 20,270 to 19,140 (Aug 2008).

Sunderland has been allocated a share of the national £1.5 billion Working Neighbourhoods Fund (WNF), part of the government's drive to reduce long term unemployment and benefit dependency now and in the future in our most disadvantaged communities. The WNF strategy focus is achieved through a strategic expansion of the Job Linkage network throughout the City. The delivery of services will be based at a wide range of outreach locations across the city, in neighbourhood venues within the communities of greatest need. The main aim is to engage with those individuals who do not currently engage with JCP and support them into mainstream services.

South Tyne & Wear Valley Labour Market

As a District there were 119 redundancy notifications resulting in 9000 redundancies from April 08 – Feb 09.

Community Status Rapid Response has been approved for the following Geographical areas: Easington District, Derwentside, and Chester Le Street. This method of Status covers Employers and their Employees living within these areas, however this also allows access to Rapid Response support for any other **individual resident in these areas made redundant within those Communities due to the impact on the local Labour Market. ** (from an employer with 20 employees or more).

Cluster Status Rapid Response has been approved for the following Jobcentre Plus Offices: Crook, Bishop Auckland, Newton Aycliffe, Spennymoor, Washington, Houghton Le Spring and Southwick. This method of Status covers all customers being made redundant who would sign at the above offices. Nissan and their Supply Chain companies (20 1st Tier companies) have also been awarded Cluster Status Rapid Response.

Local Employment Partnerships

Within South Tyne & Wear Valley Jobcentre Plus has engaged with 1700 employers who have signed up to Local Employment Partnership agreements. The retail sector is increasing with large scale recruitments currently in place for new stores for Asda, Tesco Morrisons, Wilkinsons, New Look and KFC.

South Tyne & Wear Valley is a Jobcentre Plus led Pathways to Work District Working Neighbourhoods Fund for local councils and communities to develop more concentrated, concerted, community-led approaches to getting people in the most deprived areas of England back to work, has been allocated to 4 Local Authority areas in Durham: (Derwentside, Easington, Sedgefield and Wear Valley), South Tyneside and Sunderland. The 2008/2009 allocations within the boundaries of South Tyne and Wear Valley District represent 7% of the national allocations.

Jobcentre Plus Offices. There are 16 offices within the District. Proportion of claimant count identified by geographic cluster.

South Durham 18%: Bishop Auckland, Crook, Newton Aycliffe, Spennymoor
East Durham 10%: Peterlee, Seaham

North Durham (Derwentside) 8%: Consett, Stanley
 Central Durham 11%: Chester le Street, Durham
 Sunderland 33%: Houghton le Spring, Southwick, Sunderland, Washington
 South Tyneside 21%: Jarrow, South Shields.

Northumbria

Northumbria District is wide and varied in its make up and encompasses both urban areas such as Newcastle City and Gateshead stretching through Blaydon, Felling, South East Northumberland, North Tyneside and the more rural areas of Berwick in the North and Hexham and Prudhoe in the West of Northumberland.

Travel to work patterns differ widely across our District. Customers in Newcastle, North Tyneside, Gateshead, Blaydon and Felling have good public transport links via buses plus the Metro system and are generally able to travel throughout the Tyneside area with relative ease as part of their travel to work pattern. However, there are issues with public transport in large parts of Northumberland, especially within the far West and North West part of the County, where most customers rely heavily on car travel.

Population

| Local Authority | Population | Unemployed JSA Claimants |
|----------------------------|-------------------|---------------------------------|
| Alnwick | 32300 | 582 |
| Berwick-upon-Tweed | 26000 | 486 |
| Blyth Valley | 81300 | 2342 |
| Castle Morpeth | 49800 | 810 |
| Gateshead | 190500 | 5454 |
| Newcastle upon Tyne | 271600 | 7908 |
| North Tyneside | 191600 | 5345 |
| Tynedale | 59500 | 791 |
| Wansbeck | 61700 | 2156 |

Principal Industries / Key employers

The main sectors identified within Northumbria District are Transport, Retail, Hospitality, Public Sector, Business and Finance, Construction, Health Care, Leisure and Tourism, Agriculture, Engineering and Manufacturing.

Some of the largest employers with the District include: DWP, National Health Service, Arriva, Barratt, Dunlop, Formica, Greggs, Nestle, Northern Rock, Orange, Procter & Gamble, and Sage, although some of these organisations and employment sectors have been adversely affected by the economic downturn.

Northumberland

More than half the population live in the urban southeast corner in an area covering less than 5% of the total land area. The last ten years has seen decline in the mining and manufacturing industries. However retail, tourism, public and business services have all seen major growth over the same period.

North Tyneside

Previously heavily reliant on the manufacturing industry, the area survived the previous downturn by expansion of retail, education, government and leisure sectors.

Newcastle

There has been a resurgence of marine engineering and stability of financial and professional services. There is a growth of universities and colleges as businesses in their own right, developing new businesses and supplying graduates to local labour market.

Gateshead

The Gateshead conurbation which includes the Blaydon and Felling sites, has one of the most integrated transport systems in the UK, combining a network of bus operators, the Metro and good road and motorway links. The local economy is dominated by small to medium employers operating mainly in the service sector. Work is currently underway to completely redevelop Gateshead Town Centre.

Private and Voluntary Sector Provision

Within our District we have Private Sector Led New Deal for North Tyneside and one Prime Provider delivering New Deal for the remainder of our District. ESF provision is available via a Prime Provider contract. Jobcentre Plus works closely with external organisations to improve employability within our District. These include:

LSC

Tyne and Wear City Region Employment Consortium

Newcastle Futures

Wansbeck Works

The Local Authorities covering our District.

Local Service Outlets

There are 18 Jobcentre Plus local offices: Newcastle City, Newcastle East, Newcastle West, Gateshead, Blaydon, Felling, Alnwick, Ashington, Morpeth, Bedlington, Berwick, Blyth, Cramlington, Hexham, Wallsend, Whitley Bay, North Shields and Killingworth. Our District Office is based within Cobalt House, North Tyneside.

SDEP 8 North & East Yorkshire and The Humber; Tees Valley

North East Yorkshire & the Humber

The District is co-terminus with 12 local authorities: Kingston Upon Hull; York; North East Lincolnshire; North Lincolnshire; East Riding of Yorkshire; Craven; Harrogate; Richmond; Ryedale; Scarborough; Selby and Whitby. The unitary authorities and some of the smaller District Councils are served by Local Strategic Partnerships and their various sub groups. There is a Social Inclusion Partnership that serves the York and North Yorkshire areas. Other partnership working tends to focus on strategy development covering Local Area Agreements, NRF, and Community Strategies etc. There are no major employer coalitions in the District. The diverse geographical area includes rural, coastal, urban and industrial areas and as such the employment characteristics of the District vary greatly.

Population

The combined population is 11,069,000. 73.3 percent of the working age population of North East Yorkshire and the Humber are in employment. The North Yorkshire area has a relatively low unemployment rate but due to the labour market the register in these areas fluctuates. Although many areas are affluent there are pockets of deprivation, rural isolation and transport can be problematic.

Principal Industries / Key employers

York is the major city in the county with a thriving retail and tourist industry. However, its traditional manufacturing sector has declined significantly. Investment in science and technology developments within the city will be a major growth sector over the next decade as York positions itself as the 'Science City'. Retail developments continue apace in the city with the recently completed Foss Island Road Project and Morrison's, both creating upwards of 500 jobs.

Scarborough is undergoing significant regeneration activity and has secured over £25million of public and private investment. This £9.6million scheme will see the existing business park on the A64 corridor double in size, opening up the area for new industrial and business development which could see over 1,000 new jobs created over the next 10 years. The expansion will build on the success of the current business park and create opportunities for local people and boost the local economy by offering year round employment. The business park is situated within Eastfield, a Jobcentre Plus priority ward.

The area surrounding the river Humber has some large petro-chemical industries, major bio-medical technology companies and a significant proportion of food manufacturing industries. The ports and associated industries around Hull, Goole, Grimsby and Immingham make up the largest ports complex in the UK handling 22 per cent of the UK's total imports. The Humber area occupies a key strategic position on the east coast of the UK facing the continent midway between London and Edinburgh. A number of initiatives are underway to maximise the potential of this unique asset. A

recent major study by IBM international consultants identified the following sectors for development as key strengths of Hull and the Humber:

- Renewable energy;
- ports and added value logistics;
- healthcare and bio-medical technologies.

The city of Kingston upon Hull has the highest unemployment in the Y&H region at 8.8 per cent. The city is now experiencing major investment and regeneration. The 52,000 sq m St Stephens scheme is a unique town centre retail and leisure destination of the kind usually only seen in out of town developments. Opened September 2007, the development created 950 new jobs; 705 benefit recipient customers found employment through the scheme. Construction of a mixed use development, The Boom, on the east bank of the River Hull corridor is now underway with construction of a 129 bed premier Inn. Further planned construction of apartments, offices restaurants, cafes and a new foot bridge have now been put on hold.

The ambitious £100m facelift plans for the fruit market are currently on hold and the Princes Quay shopping centre has been put up for sale. The potential sale of the centre leaves a question mark over the future of the proposed £300m Quay West extension project, which included plans for two department stores and up to 60 new shops.

Manufacturing is still a major sector with 17.9 per cent of jobs in the Humber within this sector (compared to 14.6 per cent regionally and 12 per cent nationally). Recently however manufacturing has suffered due to the economical downturn, particularly the caravan industry and its supply chain, there have also been closures in Hull at Birds Eye (loss of 600 jobs) and Young's Bluecrest (200 jobs) highlight the vulnerability of this sector as a whole.

Hull has also been impacted with the closure of the Welcome finance site in Willerby with the loss of 400 jobs.

There are a number of labour market developments and opportunities within the East Riding of Yorkshire.

A mixed-use development at Melton Park by St Modwen Properties will include 150,000sq ft of industrial distribution and office space supported by a new hotel, family pub and crèche. It is estimated this could create 3,000 jobs. Unemployment in the East Riding as a whole stands at 3.8 per cent, with two wards within Bridlington and Goole experiencing unemployment above the national average.

The North East Lincolnshire area comprises the main towns of Grimsby and Immingham with its surrounding villages. Unemployment is above average at 6.3 per cent. New developments for the area are mainly in construction, in particular at Total Lindsey Oil Refinery and at the Conoco CHP Plant (subject to approval). Seasonal jobs are a key feature of the labour market in this area with Thorpe Park and Pleasure Island theme parks in Cleethorpes generating approximately 300 seasonal posts. North East Lincolnshire has recently been awarded £41m through the Local Enterprise Growth Initiative to encourage enterprise and new business among disadvantaged communities.

The North Lincolnshire area comprises the main towns of Scunthorpe and Barton on Humber with its surrounding villages. Unemployment is around the national average at 5.3 per cent.

The Total LOR development will also draw in people from this area. The south bank of the Humber has also been identified as a key area for investment in renewable energy sources such as bio-fuels and wind power.

Private and Voluntary Sector Provision

Pathways to Work is provider led.
New Deal is private sector led in South Humber.

Local Service Outlets

There are 20 Jobcentre Plus offices in the district: Hull x 2, Barton on Humber, Bridlington, Beverley, Goole, Grimsby, Hessle, Harrogate, Immingham, Northallerton, Richmond, Malton, Scarborough, Scunthorpe, Selby, Skipton, Whitby and York x 2.

Tees Valley

Tees Valley is situated in the south of the North East region and comprises the Unitary Authority Areas of Darlington, Hartlepool, Middlesbrough, Redcar and Cleveland and Stockton. Although the dominant image of the Tees Valley is urban, 65 per cent of the sub-region is rural.

Population

The combined population is 659,700 including 322,300 males and 337400 females. In June 2008, Hartlepool had the highest unemployment proportion at 9.3 per cent, whilst Darlington had the lowest with 5.8 per cent. All boroughs in the sub-region had an unemployment proportion above the national average. Redcar and Cleveland and Hartlepool unitary authorities are included in the worst ten in the country. Within Middlesbrough 66 per cent of the population lives in wards that are ranked as being in the most deprived ten per cent in England (Local Concentration Rank Indices of Deprivation 2000). Ethnic communities are concentrated mainly in the inner city areas such as Stockton and Middlesbrough. High concentrations of unemployment within the 18-24 age group occur in inner city areas, particularly in Hartlepool and Middlesbrough.

The table below shows the distribution of people as a percentage of working age population.

| Local Authority | Unemployed | Lone Parents | Sick and Disabled |
|----------------------|------------|--------------|-------------------|
| Darlington | 5.8% | 2.3% | 9.7% |
| Hartlepool | 9.3% | 3.0% | 13.4% |
| Middlesbrough | 8.9% | 3.7% | 12.2% |
| Redcar and Cleveland | 6.9% | 2.6% | 11.1% |
| Stockton | 6.5% | 2.3% | 9.0% |

Basic Skills

People in Tees Valley tend to have poor Numeracy and Literacy levels. 28.4 per cent of residents of local authority wards have poor numeracy skills and 27 per cent have poor literacy skills compared to national average of 24 per cent per ward (Basic Skills in the Tees Valley report- Tees Valley Joint Strategy Unit).

Principal Industries / Key employers

The Tees Valley economy was traditionally based on heavy industry and is now moving more towards service industries. However, the proportion of people still working in the manufacturing and construction industries is higher than the regional and national averages. Occupational areas, which are expanding within Middlesbrough are Retail, Hotels/Leisure and Transport & Communications. The predominant economy in Middlesbrough is public administration with 38 per cent of employees in public administration, education or health jobs. This figure is high due to major employers such as the Local Authority, the Health Authority and the Universities of Teesside and Durham. Redcar and Cleveland will see an increase in the numbers of vacancies in the Warehousing and Distribution Sectors with the completion of the Tesco Distribution Centre at Tees Port when approximately 400 Operators Will be required before Dec 2009.